

**ROUTE THIS
ISSUE**

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AUGUST, 1959

shipping MANAGEMENT

584674



5-AUG 14
1959

WRITTEN FOR THE SHIPPER AND INDUSTRIAL TRAFFIC MANAGER



THE ABC OF DOUBLE-BOTTOM MOTOR FREIGHT

How electronic brain speeds deliveries at Purolator

TOP-NOTCH MANUAL SPARKS TRAFFIC AT IBM

Beat winter slowdowns with radiant heating

BULK RATE
U. S. POSTAGE
PAID
PONTIAC, ILLINOIS
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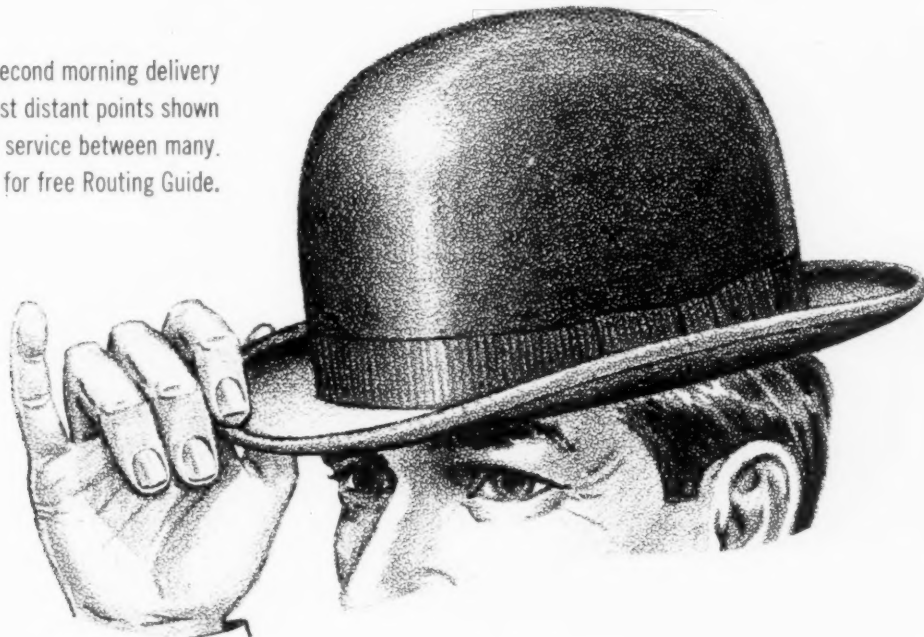
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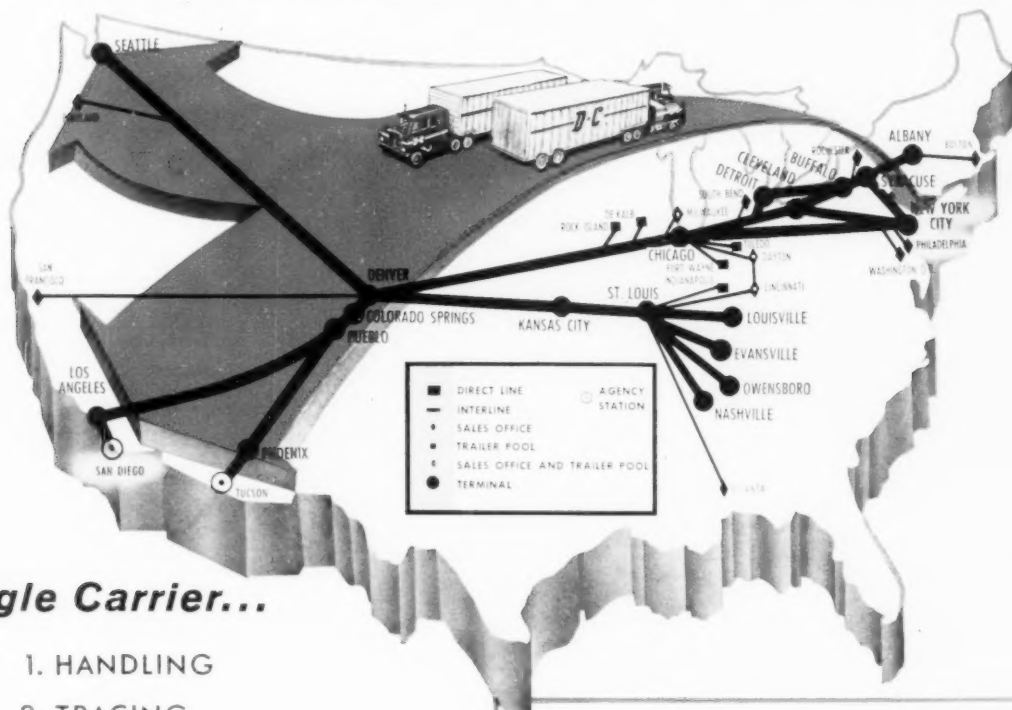


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August, 1959

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Project: Safe-ship

Problem: reducing in transit damage to military shipments. The Air Force Air Material Command's answer: an all-out war on handling carelessness and inefficiency.

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Top-notch manual sparks traffic at IBM

In a global operation such as IBM's, effective communication between traffic headquarters and TMs at the firm's far-flung facilities is a "must." Meeting that all-important need at IBM is a concise, up-to-the-minute traffic manual, detailing company procedures and policies.

8

How electronic brain speeds deliveries at Purolator

Target: speeding up order-processing. Purolator's weapon: a brainy electronic computer. Result: an improved shipping operation which has slashed delivery time on all outbound consignments by a full five days.

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The ABC of double-bottom motor freight

Double-bottom service, on a regular basis, is moving into high gear on the New York State Thruway. Here's what you should know about this latest advance in motor freight.

20

Air freight rushes mammoth part to stranded tanker

How do you move a 34,000-pound piece of equipment to a tanker in distress, thousands of miles from home? For Universe Tankships, the only solution was super-speedy, super-safe air cargo.

22

Why Speed Queen packages for shipment—not for show

Company advertising and sales departments are weakening the protective abilities of packaging utilized to safeguard shipments from in transit damage. So claims R. M. Cornwall, who maintains that TMs and packaging executives can—and must—hold the line against one of industrial packaging's most dangerous trends.

24

Beat winter slowdowns with radiant heating

Why put up with cold weather shipping and receiving tieups this winter? If you act NOW, there's still time to weather-proof your docks, storage and other exposed areas with a new radiant heating system, designed to shield personnel from icy winter winds and sub-zero temperatures.

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How improved handling smooths shipping at Alabama Coca Cola

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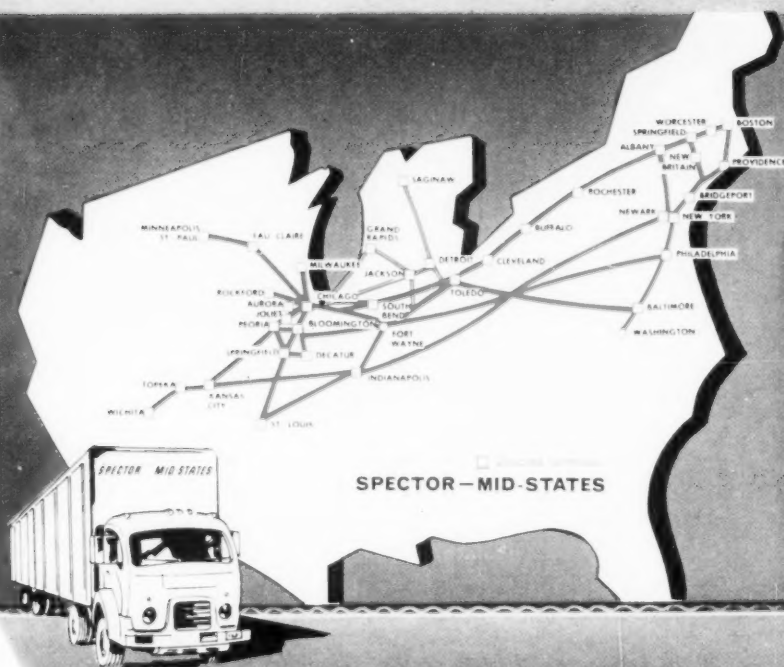
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"Our handsome new Fruehauf Stainless Volume☆Vans have high advertising value", says Interstate Dispatch, Inc. of Chicago, "and extra potential because of their high capacity and strength."



FRUEHAUF LIFETIME STAINLESS

Operators Find It's The Most Economical Van To Own!

THE NEW "Lifetime Trailer"—Fruehauf's Stainless Volume☆Van—combines the lasting qualities of stainless steel with all the advantages of Volume☆Van design. For this reason, satisfied operators all over America are switching to Stainless and increasing their hauling profits, cutting their operating costs.

Built of corrosion-proof materials with Fruehauf's modern precision machinery, the Stainless Volume☆Van has been laboratory-tested and operator-tested to insure lowest operating and maintenance costs and highest profit potential. Its handsome appearance also gives you extra advertising value. Coupled with extremely long life and high trade-in value, this kind of permanent top performance produces increased earning power for you.

That's why the new Stainless Volume☆Van actually costs much less. You can own it or lease it, but you can't out-earn it. See it now at your nearby Fruehauf Branch.



World's Largest Builder of Truck-Trailers

FRUEHAUF TRAILER COMPANY

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For Forty-Five Years—More Fruehauf Trailers On The Road Than Any Other Make!

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Shipping Management — National Hi-Way Shipper

shipping MANAGEMENT

combined with



Project: Safe-Ship

Take a tip from the Air Force's Air Material Command. The only way to KO freight damage is to declare all-out war on carelessness, inefficiency and ignorance.

Half-hearted measures won't do. Neither will steps aimed at eliminating individual causes of damage. The number of battered shipments plaguing industry today can be rolled back in just one way. That's by a meticulously planned, *total* counter-offensive against *all* causes of freight damage.

Long a leader in the development of advanced packaging, transport procedures and handling techniques, AMC is again setting the pace for shippers and carriers everywhere. It has launched an intensive drive against military freight damage reportedly amounting to a whopping \$175 million a year. The name of its campaign: *Project Safe-Ship*.

Says Brigadier General Emmett B. Cassady, AMC's Director of Transportation: "With the increasing number of delicate and sensitive items coming into our inventory, we are more than ever convinced that these items, in particular, should be given tender, loving care. They should be fondled, not handled. And we aim to see that they are given the gentlest treatment possible."

Basically, *Project Safe-Ship* will revolve around a full-time work group composed of AMC personnel involved in transport, supply and allied areas. This group, reports Colonel R. R. Gray, Jr., Vice Chairman of *Project Safe-Ship*, will attack damage from every angle.

Initially, an educational program for handling and shipping personnel will be developed. This will be bolstered by an incentive plan for efficient employees—and a disciplinary program for those responsible for freight damage.

Other military services, as well as motor, air, water carriers and transport insurance companies, will be invited to participate in *Project Safe-Ship*.

Expected result? The establishment of more effective damage-control techniques than those currently being used and a sharp reduction in damage to civilian, as well as military, shipments.

Publisher

*"Our manual is used for
communicating
corporate, divisional & plant
distribution responsibilities."*



Top-notch manual sparks traffic

● Maintaining an efficient and economical traffic-transportation operation girdling the globe is, at best, a rugged assignment. It calls for the ultimate in effective communication between a company's traffic GHQ and its far-flung plants and distributing points.

The International Business Machines Corporation, however, has conquered the problem of time and distance—despite the fact that its activities bridge continents and oceans. How? By developing and relying extensively on a painstakingly planned, superbly executed *Transportation and Distribution Manual*.

details IBM policies

Reports E. M. Maney, Manager of IBM Traffic: "Our manual is used for communicating corporate transportation policies. It is the authority for corporate, divisional and plant transportation and distribution responsibilities."

Since IBM is a decentralized firm, Mr. Maney points out, "daily (traf-

fic-transport) routines vary with individual company divisions and factories. Therefore, the implementation of the material in the manual is provided by the specific locations."

For the most part, the manual treats its subjects broadly, the IBM traffic executive explains. It is intended to be a guide to company distribution policies, rather than an operating procedures reference.

Consisting of 8-1/2" x 11" loose-leaf pages, IBM's manual is divided into eight major sections, each covering an important segment of the corporation's complex traffic setup. These include Policy; Organization; Procedures and Controls; Carrier Relations; Packing and Packaging; Warehousing; Reports and Statistics; and General Material.

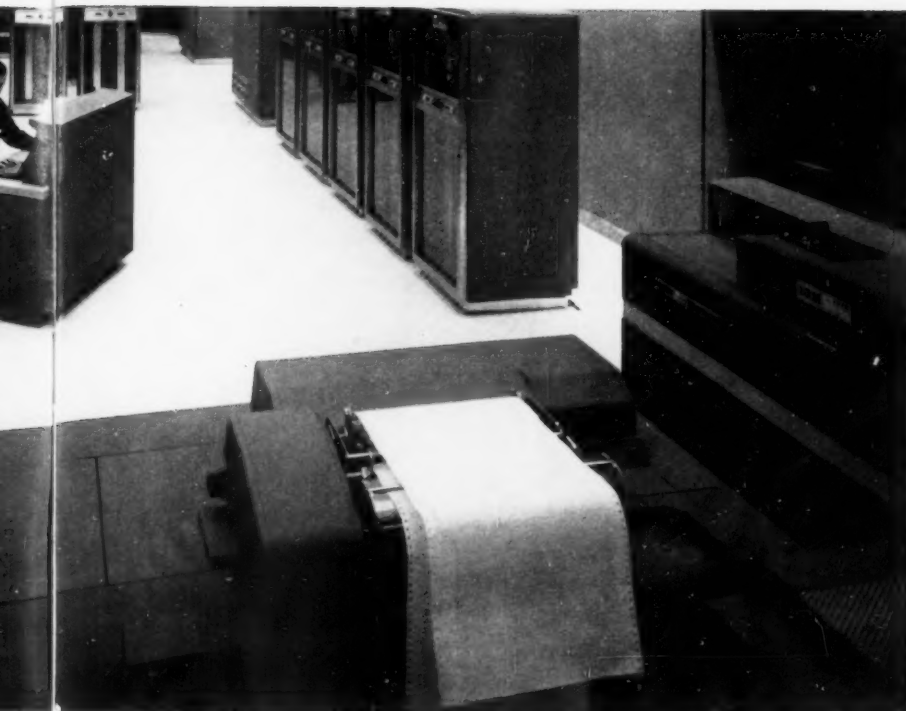
According to the manual itself, the "Office of Traffic Coordination is responsible for the issuance and control" of all material going into the guide. It is up to Mr. Maney and "transportation and distribution policies, organization, procedures and related subjects for transportation management at all locations of IBM."

A detailed analysis of the procedures to be followed in establishing new transport policies or altering existing ones is contained in Section 100 of the manual, a keystone of traffic management at IBM. Under Section 100, the Office of Manager of Traffic Coordination is charged with the responsibility for recommending and developing fresh transport procedures.

how policy is made

The section stresses the fact, however, that any proposed change in procedure must agree with and extend general IBM policies. It must also be reviewed with the heads of operating divisions for their "concurrency and comments" and must be placed before IBM's Methods Department to make certain that it does not conflict or affect existing IBM policies.

Once a change in procedure has been approved, though, the rest is up to traffic. Says the manual: "Instructions to implement such new or changed transport policies will be dis-



Typical of the items IBM ships to points all over the globe is this mammoth, yet sensitive, electronic computing installation.

at I B M

seminated throughout the IBM traffic organization by the Manager of Traffic Coordination through the *Transportation and Distribution Manual*.

IBM's guide is equally as specific in defining the objectives and organization of traffic at the company; the assignment of the Manager of Traffic Coordination; and the duties of the TMs overseeing division and plant traffic activities.

Traffic at IBM has these aims:

1. To maintain adequate transportation service via all methods.
2. To coordinate the flow of materials, supplies and products so that schedules may be maintained.
3. To keep performance records on all carriers and make periodic evaluations in terms of the company's needs.
4. To maintain close contact over the use of premium service.
5. To review rates and classification schedules and make recommendations for changes, corrections or improvements.

(Continued on page 38)

This page, from IBM's transport manual, details the steps to be followed in developing a new traffic procedure or policy.

8-1 10 IBM TRANSPORTATION AND DISTRIBUTION MANUAL Rev. 10-1
Part 1 Corporate

NEW TRANSPORTATION AND DISTRIBUTION POLICIES

A. IBM Corporation policies are issued to the President and released by the Office of Management, IBM Corporate Policy, Bureau.

The Office of Management of Traffic Coordination shall be responsible for recommending and developing new policies, or changes in existing policies, relating to Transportation and Distribution according to the following procedure:

1. Any new policy proposed by Office of Management of Traffic Coordination will come under general IBM policies.
2. Proposed policy will be reviewed with management of transportation systems for their comments or comments.
3. Motion Department of World Headquarters shall be consulted to make it is proposed policy does not conflict with existing IBM policies or procedures.
4. Office of Management of Traffic Coordination will submit a report of recommendations to the Vice President of Manufacturing Services, Mr. J. W. Schaefer, for approval and release by the President in Office per IBM Corporate Policy Large No. 33, issued July 1, 1958, by the President.
5. Office of Management of Traffic Coordination will recommend and implement policy to Corporate Policy in the form of Corporate Policy Large, which will be issued by the Office of the Vice President of Manufacturing Services.
6. Recommendations regarding policy to be changed transportation and procedures proposed will be discussed through the IBM Traffic Distribution System Office of Management of Traffic Coordination through the IBM Transportation and Distribution Manual.

Transportation News

Volume 7

Issue 8A

1958 ATA President's
Trophy for the best
Safety and Highway
Service Record

**For the 7th time, the Nation's
top Safety Award goes to P·I·E!**



Safety is First with the people at P·I·E

Safety means a lot of things to P·I·E's people. It means *security* to the man behind the wheel, the security of others on the road, the security of your cargo.

It means *service* to the maintenance man—regular, careful check-ups to keep each piece of equipment in top operating shape.

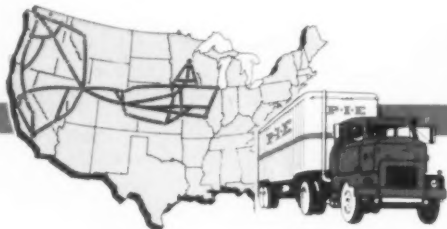
It means *judgment*—*training*—*supervision* to the executive in selecting the highest calibre men—in training them for the road—and seeing that

they observe P·I·E's rigid safety code.

But safety means a lot more at P·I·E. Safety is a feeling in the hearts of P·I·E's people—a determination that has made them National Safety Champions for the 7th time... a record unmatched in the motor freight industry.

And what does this safety record mean to you?

It means that you can depend on P·I·E to deliver the goods—in good shape—in good time—time after time!



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P·I·E DELIVERS THE GOODS...in good shape...in good time!

CHECK NO. 7 ON HELP-O-GRAM CARD

HOW

electronic brain

speeds traffic at Purolator



"Boards," with different programs, may be changed easily. Thus, the "brain" can be switched from one task to another in seconds.



At the flick of a switch, the computer supplies a whole host of facts and figures on the current status of the firm's filters.

●Purolator Products, Incorporated, has hacked a full five days off its delivery schedule. How? By utilizing a big, brainy electronic computer, capable of processing orders in seconds—even to computing Federal and state taxes.

A mathematical whiz, the "brain" processes "memorized" order data covering the more than 4,000 types of industrial and automotive filters produced by the Rahway, New Jersey, firm. And that's not all. Just for kicks it updates the inventory for each filter unit and prepares all necessary shipping information, including the number of components to be packed per carton and the method of transportation to be used in shipping a given item.

order data—in a hurry

Employing the computer—which can read, type, add, subtract and come up with "human-like" decisions electronically—complete order information is available at the flick of a switch. Future data may be added and outdated facts and figures deleted from the 5 million character "memory" of the "brain" as desired.

The electronic computer also "sequences" its operations, on its own, and in logical order. Thus, if a given

filter order being processed should deplete the inventory of that type of filter, the alert "brain's" memory system signals this depletion, holds back the order and, only when stock is available, processes the order it withheld.

types original invoices

In addition, during processing, the unit performs a wide variety of other chores. For one, it automatically types original invoices. It also prepares customer and file copies of invoices, bills of lading, packing lists and detailed shipping instructions. The packing list, incidentally, contains all the data needed by warehousing personnel to fill outbound orders.

Reports Purolator's enthusiastic president, James D. Abeles: "We're really sold on our electronic 'brain.' The application of advanced data processing techniques to manufacturing and marketing is saving our customers five days on delivery time. What's more, it is providing us with practically minute-by-minute control over inventory, accounting and production. Who could ask for anything more?"

Interested in finding out what an electronic computer can do for you?

Just check #100 on the Help-O-Gram to be found on page 32.

copying units pep up order-billing at Republic Supply

Costly, time consuming order-billing paperwork? Not at Los Angeles' heads-up Republic Supply Company—the largest industrial distributor in the Far West. Thanks to a battery of fast and efficient copying machines, Republic now fills and bills up to 20,000 orders a month, without once retyping or rewriting essential order data.

Here's how the Republic system works. Each original order is written up—just once—on a multiple-part form. Utilizing the form's translucent top sheet, a copying device speedily reproduces a stock-picking copy of the order and a customer invoice.

The stock-picking copy is then forwarded to the shipping department; the order is made up; and it is sent on its way post-haste.

Republic's customer invoice is processed and handled with equal dispatch. As a matter of fact, ever since the firm broke its order-billing paperwork bottleneck with high-speed copying equipment, these invoices are going out to customers a full 48 hours faster than they did under its former procedure.

from
the SEA

to the
SEAWAY

it's

NORWALK
ALL THE
WAY

NORWALK
TRUCK LINES,
INC.,
NORWALK, OHIO

CHECK NO. 8 ON HELP-O-GRAM CARD

12

INTIMATE

notes

...OF EMINENT PEOPLE

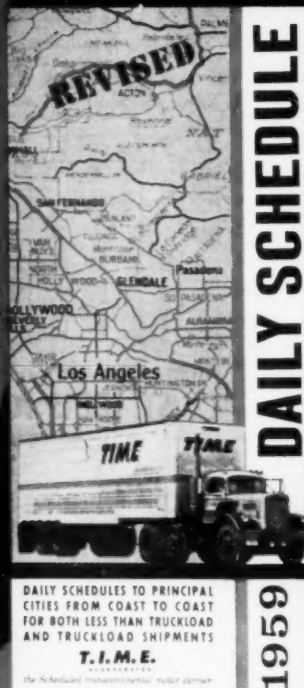
BY CURTIS C. STEWART

A note of interest to shipping execs., "ASK THE MAN FROM CENTRAL" and the question will be promptly answered by NELSON (HOWARD), CENTRAL MOTOR LINES exec., hdq. Charlotte . . . SIRIAN (PETER) appointed Traffic Manager, F. B. STEVENS COMPANY, hdq. Detroit . . . VOTEL (HENRY) picks up prexyship ILLINOIS-MINNESOTA MOTOR CARRIER CONFERENCE, hdq. Minneapolis . . . PASCH (GEORGE) becomes Assistant General Traffic Manager, GENERAL CABLE COMPANY, hdq. Bayonne . . . DILLON (TOMMY) joins TRANSCON, National Accounts sales exec., hdq. Kansas City . . . POWELL (GEORGE W. Board Chairman, YELLOW TRANSIT, journeys to the European continent . . . KINSELLA (PAUL) joins sales staff RED STAR EXPRESS, hdq. Buffalo . . . LENTZ (FOREST) appointed District Manager SOUTHERN-PLAZA, hdq. Chicago . . . HITE (W. M.) assumes duties General Sales Manager, BROWN TRANSPORT CORP., hdq. Atlanta . . . MAGUIRE (KEN), DENVER CHICAGO TRUCKING sales exec., journeys to Yokohama-Tokyo . . . KARG (KARL) elevated to Sales Manager National Accounts, ASSOCIATED TRUCK LINES, hdq. Grand Rapids . . . KEARNEY (A. A. "DUSTY") appointed Vice President, FRUEHAUF TRAILER COMPANY, hdq. Los Angeles . . . KNUTSON (E. S.) appointed Director of Traffic, FORD MOTOR COMPANY, hdq. Dearborn . . . FLES (J. H.) elevated to Presidency, ASSOCIATED TRUCK LINES, hdq. Grand Rapids . . . While BILENGA ("CONNIE") moves up to Board Chairmanship . . . PICKNEY (JAMES F.), RYDER SYSTEM Vice President-Law, elevated to Board Member, TRANSPORTATION ASSOCIATION OF AMERICA . . . Ditto for BURNS (WILLIAM A.), TRAIL-MOBILE prexy, hdq. Cincinnati . . . A note of interest to shipping execs., T.I.M.E. INCORPORATED, hdq. Lubbock, Texas, have reissued their Time Schedule showing direct service in thirty-five states. They will mail you

a copy for the asking . . . COCHRAN (CLIFF) elevated to District Sales Manager, WATSON BROS., hdq. Denver . . . TRANSLATEUR (W. E.) elevated to Assistant Traffic Manager, DOW CHEMICAL, hdq. Newark . . . MIDDLEWEST-SHIPPER CARRIER CONFERENCE next meeting scheduled in St. Louis, JEFFERSON HOTEL, September 28 . . . ITEN (MELVIN) elevated to President, Traffic Club of St. Louis . . . AUSTIN (MILFORD K.) joins sales staff INTERSTATE MOTOR FREIGHT SYSTEM, hdq. Fort Wayne . . . I.M.L., hdq. Salt Lake City, shipped a million dollars' worth of equipment into their ever-growing fleet . . . BOLTON (LE GRANDE) appointed Terminal Manager, RINGSBY, hdq. Ogden . . . SMITH (CLARENCE D.) named Director of Traffic, AMERICAN HOME PRODUCTS CORP., hdq. New York . . . HEIM (WALTER) joins sales staff, TRANSCON LINES, hdq. Chicago . . . BULLOCK (G. C.) appointed District Manager, P.I.E., hdq. Portland . . . THOMPSON (RICHARD K.) joins sales staff JOHNSON MOTOR LINES, hdq. Greenville . . . WILLIAMS (VAL J.), SPECTOR Marketing, becomes President Sales-Marketing Executives, hdq. Chicago . . . CROSBY (ROBERT J.) appointed Traffic Manager, East Pittsburgh Division, WESTINGHOUSE ELECTRIC CORPORATION . . . JONES (HARRY J.) elevated to Traffic Manager, CHEVROLET CENTRAL OFFICE, hdq. Detroit . . . KIRKPATRICK (W. D.) named General Traffic Manager, JOHNSON FREIGHT LINES, hdq. Nashville . . . GORDON (JOHN K.), GORDON'S TRANSPORTS exec., is a recognized authority on Lumbicus Terrestris . . . DUNNE (MARTIN W.) elevated to Vice Presidency, ADLEY EXPRESS, hdq. New Haven . . . MILLARD (MARION J.) elevated to Vice Presidency-Sales, P.I.E., hdq. Oakland . . . DENVER CHICAGO the NATION'S ONLY direct coast-to-coast carrier, takes occupancy two million dollar Los Angeles Terminal . . . And now a salute to the Common Carriers.

Shipping Management — National Hi-Way Shipper

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Daily connections to points
in the West, Southwest and Deep South.

**If T-A can't serve you, be sure you use a
RESPONSIBLE, REGULATED MOTOR COMMON CARRIER.**

TEXAS-ARIZONA MOTOR FREIGHT, INC.

CHECK NO. 10 ON HELP-O-GRAM CARD

14



NEWS you can use

\$4-square-foot unit ups International's storage

A permanent pole-type warehouse—erected at a cost of less than \$4 per square foot—has KO'd a serious storage space shortage at the Kansas City, Kansas, plant of the International Paper Company.

Designed for the warehousing of a wide variety of building materials, the 100,000-square-foot structure is 577' long; contains a series of 30' x 24' clear span bays; and is endowed with a reinforced concrete floor and walls of weatherproof plywood siding. The building's poles, studding and roof supports have been set as widely apart as possible in order to provide maximum span at a minimum construction cost.

how to slice your telegram expenditures by up to 45%

Use telegrams extensively? Want to trim your expenses? Here's a seven-point program, used and endorsed by leading companies, guaranteed to slice your telegram expenditures by as much as 45%.

1. Instead of conjunctions, use commas. There's no charge to you for punctuation.
2. Eliminate words like "please." Your addressee will understand.
3. When you send a number of telegrams to the same addressee on the same day, mark "Serial" on each. This magic word will entitle you to a special rate.
4. Skip articles like "the." Keep your message terse.
5. When signing your telegram, leave out your title—unless it is actually necessary. Titles contain extra words. And extra words cost money.
6. Use unspaced abbreviations and code words as much as possible. Remember! Any five grouped letters or numbers count as only one word.
7. If, within your word limit, your message is not clear, add whatever words are needed. It is far more sensible and economical to pay for a few extra words than to be forced to send a second telegram to clarify the meaning of the first one.

Shipping Management — National Hi-Way Shipper

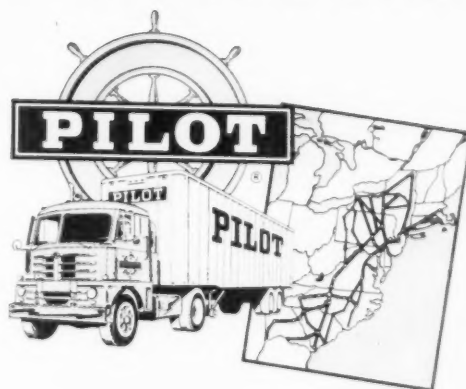


FOR YOUR SMALL SHIPMENTS

Your most important plans often involve small shipments. That's why we say, "If it's important to you, it's important to us, no matter what size the shipment." This takes more than equipment and facilities, it also takes an attitude that is fixed on service. From Pilot you can expect big service . . . big attention . . . because "Service is Our Frame of Mind."

Pilot Freight Carriers

INCORPORATED
GENERAL OFFICES — WINSTON-SALEM, N. C.

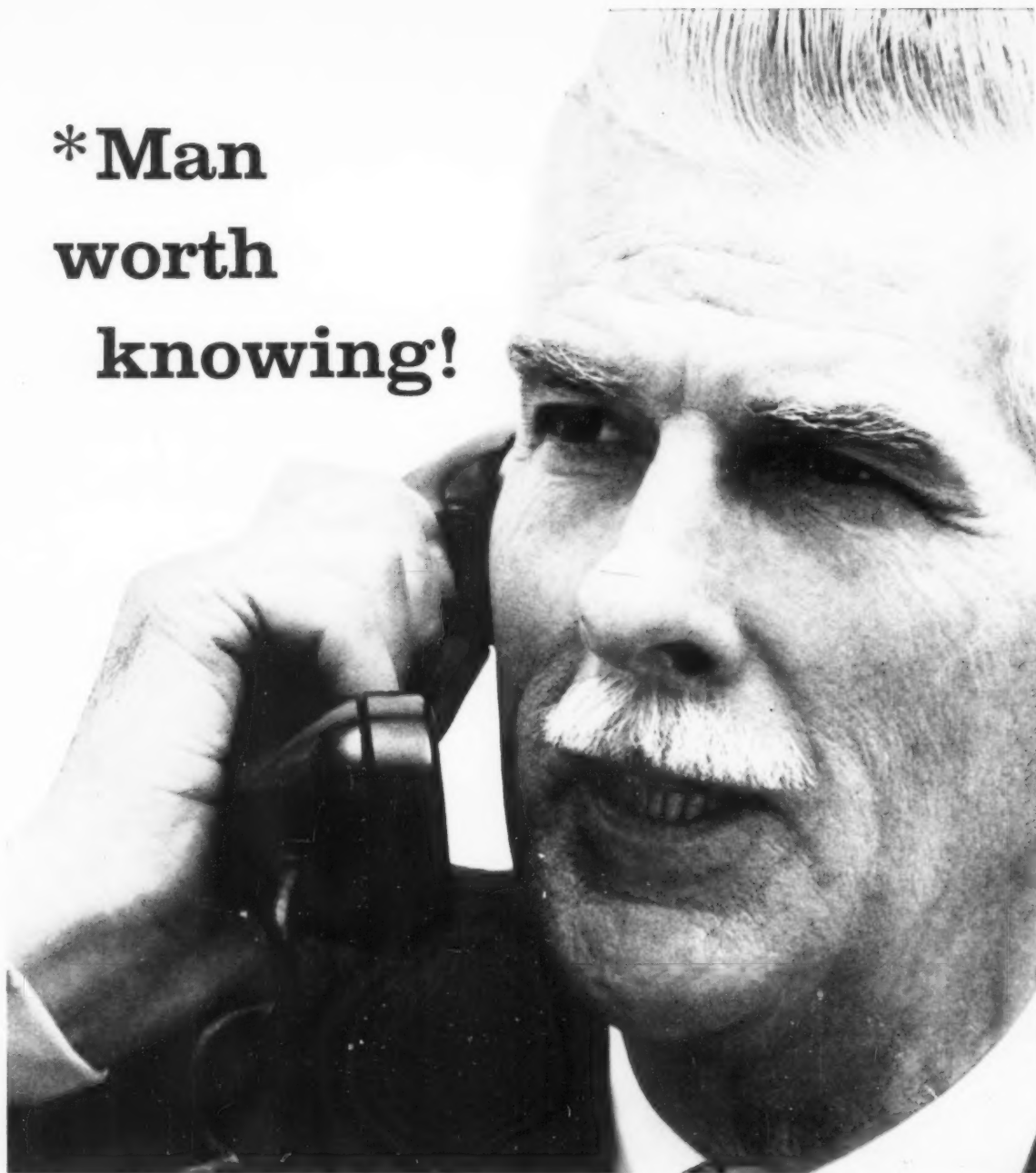


ALBANY, N. Y. ASHEVILLE, N. C. ATLANTA, GA. AUGUSTA, GA. BALTIMORE, MD. BINGHAMTON, N. Y. BUFFALO, N. Y. CHARLESTON, S. C.
CHARLOTTE, N. C. COLUMBIA, S. C. DURHAM, N. C. GREENVILLE, S. C. HICKORY, N. C. LAURINBURG, N. C. MOONACHIE, N. J. NEW YORK, N. Y.
PHILADELPHIA, PA. ROCHESTER, N. Y. SAVANNAH, GA. SHELBY, N. C. SPARTANBURG, S. C. SYRACUSE, N. Y. UTICA, N. Y. YORK, PA. WINSTON-SALEM, N. C.

CHECK NO. 11 ON HELP-O-GRAM CARD

August, 1959

***Man
worth
knowing!**



*** Your freight forwarder... our cargo agent**

We choose HIM...because he's the *expert* on air freight. He takes care of *everything* for you simply and swiftly from long experience.

He helps YOU...by putting all his knowledge at your disposal. He can arrange packing and pick-up

service; secure and prepare all necessary export documents; insure, bank; issue BOAC Air Waybills; and provide service tailored to your individual requirements. You'll agree he's a man worth knowing. We fully recommend his services.



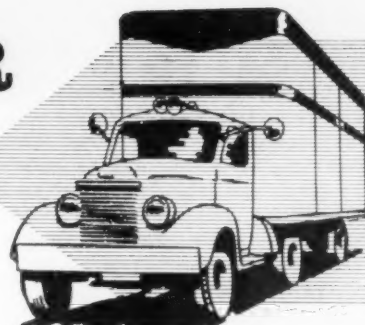
B·O·A·C

BRITISH OVERSEAS AIRWAYS CORPORATION
THE MOST EXPERIENCED JET AIRLINE
IN THE WORLD

Flights from New York, Boston, Chicago, Detroit, San Francisco, Montreal. Offices also in Atlanta, Dallas, Los Angeles, Miami, Philadelphia, Pittsburgh, Washington, Toronto, Vancouver, Winnipeg.

CHECK NO. 12 ON HELP-O-GRAM CARD

VIA MOTOR CARRIER



The problem: shipping loss and damage which, last year, amounted to well over \$16.5 million. The trucking industry's answer: an all-out war on the faulty techniques responsible for the mishandling and misdirecting of over-the-highway consignments.

Meeting in Detroit, freight claim experts from 175 of the nation's leading motor freight lines recently analyzed the current claims situation and pledged themselves to uncover "new and dynamic" procedures designed to roll back loss and damage. One weapon expected to play an increasingly important part in the trucking industry's fight against loss and damage: closed circuit TV equipment, such as the units being used to enormous advantage by the Yale Transportation Company of New York, on its docks.

No matter what motor carriers do to beef up their claims prevention programs, however, warns Jack N. Stout, Manager of the Freight Loss Prevention Committee of the California Trucking Association, the shipper's role in preventing loss and damage will continue to be all important—especially in the area of packaging.

Says Mr. Stout: "Ideally, a shipper tries to use the least amount of packaging which will ensure the safe arrival of his product. In reality, though, many shippers are apt to package their goods in such fashion as to produce a specific amount of damage—damage which becomes the liability of the carrier.

"The shipper must not step over the thin line between adequate and inadequate packaging," the trucking official emphasizes. "He must not reduce the strength and the protectiveness of his pack below a safe standard. If—and when—he does, it is up to the motor carrier to insist that he improve the calibre of his packaging and ensure the safe delivery of his merchandise."

Subject to ICC approval, Gordons Transports, Incorporated, has contracted to purchase the England Brothers Truck Line of Fort Smith, Arkansas. England Brothers, which owns some 200 pieces of equipment, has terminals in Memphis, St. Louis, Little Rock, Kansas City, Dallas and Fort Smith.

Now one of the largest over-the-highway carriers serving the Mississippi Valley between the Great Lakes and the Gulf, Gordons Transports operates out of facilities in Atlanta, Birmingham, Chicago, Decatur, Gadsden, Hattiesburg, Huntsville, Jackson, Memphis, Mobile, New Orleans and St. Louis.

Acquisition of England Brothers' terminals and franchise will enable Gordons Transports to broaden the scope of its operations by providing direct service between the southwest (with Memphis as the hub) and linking both areas directly with Gordons facilities connecting the Gulf and the Great Lakes.

What makes a truck line tick? Why has Pacific Intermountain Express climbed to a top-slot in the motor freight field? Samuel W. Taylor answers both these questions in a fascinating new book, Line Haul, the Story of Pacific Intermountain Express—a 310-page tribute, not only to P-I-E, but to the entire trucking industry as well.

Still mushrooming, the Ryder System, Incorporated, has pushed its common carrier operations into Central America. Last month the carrier assumed the management of Guatemala's largest truck line—Transportes de Guatamala, SA . . . Navajo Freight Lines has been granted ICC permission to run Brooks Truck Lines, Incorporated. Brooks (hq: Marshall, Missouri) operates between Kansas City and St. Louis. It also services northeastern Kansas.

Los Angeles-Seattle Motor Express—linking Southern California and the Pacific Northwest—has purchased 20 sets of new Fruehauf Cubeliner doubles . . . Effective next January 1st, Texas will boost its over-the-highway maximum weight from 58,240 to 70,000 pounds.

For your address book: Texas-Arizona Motor Freight hq is located at 1700 East 2nd Street, El Paso, Texas.

ramp-dockboard ends loading tieups at Century Electric

Broken: an extremely costly loading-unloading bottleneck. Method: the installation of a heavy-duty, high-capacity ramp-dockboard.

Prior to the purchase of its ramp-dockboard, the Century Electric Company of St. Louis was confronted with a rugged truck dock under-clearance problem. Low walkie truck under-clearances—plus a bigger than average height differential between the dock and backed up motor vehicles—were slowing down the concern's

entire shipping and receiving operation.

A standard dockboard couldn't be used. In order to overcome the eight inch height differential, an ordinary board would have had too large a crown to allow low underclearance walkie trucks to operate effectively. A long ramp suitable for low underclearance equipment, on the other hand, would have been just too bulky and too tough to handle efficiently.

The solution Century eventually hit upon was its present ramp-dockboard combination. Built in two separate sec-

tions and fabricated of lightweight magnesium, the ramp-dockboard is easy to move and position. One man can do the job without any difficulty.

Providing the gentle slope needed by underclearance equipment, the combination is capable of handling axle loads of up to 12,500 pounds. During loading and unloading operations, the dockboard is held securely in place by position spacers, while the ramp section—permanently elevated at one end—rests firmly on the dock.

conveyor system streamlines warehousing at Levy-Ward Co.

A "dream" conveyor system has slashed warehousing expenditures at the Levy-Ward Company by a whopping 60%.

Until the company installed its new equipment, handling in the wholesale grocer's storage center was a slow and laborious business. Keystone of Levy-Ward's man-handling setup: a force of two-wheeled and four-wheeled carts.

Today, however, carts are no longer hauling the firm's food products. Instead, a power-packed conveyor network—linking all parts of the four-story warehouse—transports goods from point-to-point speedily, smoothly and with a minimum of handling.

The outcome? Improved efficiency, sharply reduced handling overtime and an end to damage. Even more important—especially in the highly competitive wholesale grocery field—Levy-Ward is now able to service its customers more effectively, putting it in a better position to compete successfully with large chain store warehouses.

three-part package floors in transit damage at John Fluke

Intricate voltmeters, power devices and nuclear equipment require super-safe packaging. That's why the John Fluke Manufacturing Company utilizes a meticulously planned three-part packaging procedure to safeguard its sensitive products from in transit damage.

Under the Seattle firm's packaging setup, every outbound device is first encased in a polyethylene bag. Purpose: to seal out potentially injurious dust and grime. It is then packed in a corrugated container, with scored and folded pads on the side and at each end. A die-cut pad, inserted over and under the item, completes the package.

NOW! You can buy in confidence



Rush merchandise arrives early... at no extra cost

CHECK YOUR IML FLYER SCHEDULES, (Sample Schedules)

Overnight	between Salt Lake City and Denver
2nd Morning	between Salt Lake City and West Coast
2nd Morning	between Salt Lake City and Kansas City
2nd Morning	between Chicago and Denver
3rd Morning	between West Coast and Denver
3rd Morning	between Salt Lake City and Chicago
3rd Morning	between Los Angeles and Kansas City (EB)
4th Morning	between Oakland and Kansas City (EB)
4th Morning	between Portland and Kansas City
4th Morning	between Oakland and Chicago
4th Morning	between Sacramento and Chicago
4th Morning	between Los Angeles and Chicago

Beat the market! Merchandise assured on time arrival with IML Flyer Service. Plus exclusive IML Customer Service Man... With Teletype Billing that keeps in "constant touch" with your shipment from origin to destination. Prove it! Route IML.

IML INTERSTATE MOTOR LINES, INC.



Head Offices: 235 West Third South

Salt Lake City 1, Utah

Call your nearest Interstate Motor Lines Terminal

CHECK NO. 40 ON HELP-GRAM CARD

... traffic news ...

G. R. Sido has been named supervisor of labeling in the Monsanto Chemical Company's Purchasing and Traffic Department . . . New president of Delta Nu Alpha's Denver chapter is J. R. Scanlan, assistant traffic manager at Adolph Coors . . . Pan American World Airways has named M. Patterson as its Pacific-Alaska cargo sales superintendent.

Appointed traffic manager at Allis-Chalmers' West Allis (Wis.) Works: C. J. Kraus . . . The Mamenic International Corporation has inaugurated container service from New York-Norfolk-Baltimore to Antwerp-Rotterdam-Bremen-Hamburg . . . W. D. Kirkpatrick



W. D. Kirkpatrick

has been named general traffic manager by Johnson Freight Lines.

The Port of New York Authority is opening a new trade development office in Pittsburgh. Target date: early September . . . R. A. Sanburg has been appointed southwestern traffic manager by the U. S. Gypsum Company . . . For your memo pad: The National Fibre Can & Tube Association will hold its next semi-annual meeting in Colorado Springs, from September 27th-29th . . . E. J. Maynes has been appointed a sales rep in the British Overseas Airways Corporation's Boston office.

Rear Admiral T. A. Long, Supply Corps, U. S. Navy, has been named assistant chief for transportation in the Navy's Bureau of Supplies and Accounts . . . Swissair has named C. Haubi to manage its new Mexico City office . . . E. W. Campbell has been appointed Charlotte (N. C.) sales rep by Johnson Motor Lines . . . Watson Bros. Transportation Company's new Rock Island (Ill.) district sales manager is D. Forward . . . W. O. Gohlke has been named manager of Pan Atlantic Steamship's Refrigerated Division.

(Continued on page 42)

August, 1959

Don't overlook the "Hidden Values" of THILCO BLACK Poly-Kraft

It protects against-

SUNLIGHT AND LIGHT RAYS

HIGH HUMIDITY

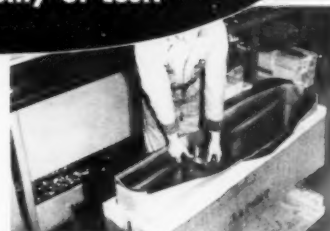
WATER AND WATER VAPOR

GREASE AND OILS

ACIDS, ALKALIS AND ALCOHOL

No other material gives you
so much heavy-duty protection for
such economy of cost!

No longer need you fear costly product losses from the ravages of weather and other damaging elements. Thilco BLACK Poly-Kraft — the tough, durable Kraft that's coated with inert, black polyethylene gives the positive protection you can rely on. "On the job" outdoor tests prove lasting protection four times and more longer than regular asphalted grades. A light barrier, BLACK Poly-Kraft absorbs the sun's destructive ultra-violet rays and defies rain and snow which combine to decay and rot most protective coverings. Thilco BLACK Poly-Kraft is heat sealable, flexible at -60° F. and highly resistant to crease breaks, ruptures and punctures. Here's "Hidden Value" with hundreds of practical uses you can put to work everyday.



WEATHER RESISTANT SHIPMENTS



ALL-WEATHER PROTECTION



Write for
Sample Kit
— Contains
samples and
detail data on
these "Black
Magic" Thilco
Protective
Papers.

THILCO

Functional Papers FOR PROTECTION THAT COUNTS!

NEW YORK • CHICAGO
DETROIT • CINCINNATI

THILMANY PULP & PAPER COMPANY
KAUKAUNA • WISCONSIN

CHECK NO. 13 ON HELP-O-GRAM CARD



● Double-bottom over-the-highway service—a motor freight development potentially of enormous importance to shippers—has been given the green light and will shortly move into high gear on the New York State Thruway.

As predicted last month in **Shipping Management-National Hi-Way Shipper**, the Thruway Authority has approved the use of tandem-trailers on the 559 miles of superhighway under its jurisdiction. Effective immediately, double-bottoms may begin operating on the Thruway on a regular basis.

With the approval of truck trains by Thruway authorities—and the ex-

pected approval of the Massachusetts Turnpike and a growing number of other toll roads—shipper interest is focused as never before on tandem-trailer transportation. Here, for your guidance, therefore, are the ABCs of double-bottom trucking:

Precisely what are double-bottoms?

Briefly, a double-bottom combina-

tion consists of a heavy-duty tractor attached to two regular size trailer units. These trailers are linked to each other by a "dolly."

Is double-bottom service a brand-new motor freight development?

No, it isn't. Actually, double-bottoms have been used for quite some time now in a number of Far Western states with maximum public highway overall length limits of up to 65 feet. What is new, though, is the impact America's expanding network of toll roads is having on tandem-trailer weights and lengths. Since toll roads are generally separate operating units within the states in which they are located, they aren't tied to the motor freight length-weight limits set by these states on their public roads. Result: motor carriers can boost the weight and length of their vehicles substantially.

Which state has the most liberal length maximum on its public roads?

It all depends on how you're figuring it. Nevada has no length limitations. Nevertheless, the state only allows vehicles of up to 76,800 pounds on its roads. In New Mexico, on the other hand, the length

GROSS WEIGHTS FOR MOTOR VEHICLES IN THE UNITED STATES
(INCLUDING TOLERANCES)





The A B C of double-bottom motor freight

maximum is 65 feet and the top allowance weight is 86,400 pounds. Nevada or New Mexico? Take your pick.

What are the limits the New York Thruway has set for motor carriers?

Here's where you can see the full impact of the toll road on the size and capacity of motor freight equipment. In approving the use of double-bottoms, the New York State Thruway has established 98 feet as the maximum overall length allowable. Weight: 127,000 pounds. By way of comparison, New York State's public highways bar all motor freight units longer than 45 feet.

Why is the New York Thruway's decision to accept double-bottoms on a regular basis so significant?

The Thruway's approval of double-bottom service is expected to pave the way for similar action by other major toll roads. As a matter of fact, now that the Thruway has OK'd tandem-trailer service, the Massachusetts Turnpike Authority is expected to give the go-ahead to double-bottoms in the very near future. So are at least two other toll roads.

Are double-bottoms safe?

Colonel Clinton B. F. Brill, Thruway Authority Chairman, has nothing but praise for the handling and hauling ability, plus the efficiency, of the double-bottoms tested for more than 4½ months on the New York Thruway. ("Guinea pig" carriers included the Denver-Chicago Trucking Company (Denver); Spector-Midstates Freight System (Chicago); C & E Trucking (Saugerties); Red Star Express Lines (Auburn); John Vogel (Albany); and Western Express (Cleveland). (Both Spector-Midstates and Denver-Chicago played stellar roles in the over-the-road experiment.) Colonel Brill emphasizes that, although the tandems traveled more than 350,000 miles during the tests, they were involved in no major accidents, kept pace with the flow of Thruway traffic and performed admirably in all respects.

What will happen when merchandise has to travel part of the way on a superhighway like the Thruway and part of the way on public highways? Won't there be some walloping delays?

No. Carriers operating double-bot-

toms will maintain a shuttle service between key points on the toll roads they use and will drop off and pick up trailers at the terminal points. To facilitate double-bottom use, the Thruway is pushing ahead with plans to design and build a whole host of new terminal points on Thruway property where tandems may be assembled or taken apart, so that carriers will be able to move trailers as single units over regular highways.

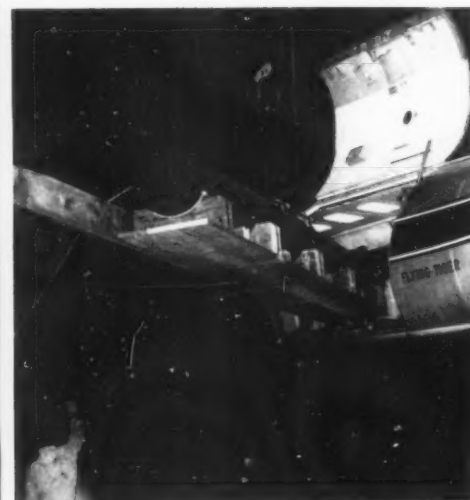
What benefits will accrue to shippers from a step-up in double-bottom service?

Basically, motor freight users will benefit in three ways. First, their goods will be hauled faster than ever before. Second, because of the high average speed double-bottoms may maintain on a toll road, overnight over-the-highway service to a growing number of distant points will become a reality. And third, the number of handlings involved in transporting a shipment from point-to-point will be reduced. This, in turn, will mean reduced loss and damage, and a sharp reduction in over-the-highway handling charges.



AIR FREIGHT

rushes mammoth part to stranded tanker



● Assignment: hauling an urgently needed 34,000 pound, 22 foot long main screw shaft from the United States to Sicily. Special requirement: the speediest possible delivery. Selected transport method: air freight.

Plying the waters of the Mediterranean recently, a tanker operated by Universe Tankships, Incorporated, broke down in Palermo harbor. The problem faced by Universe was a rugged one. The main screw shaft of the disabled vessel had to be replaced—and in a hurry. Yet the nearest replacement was thousands of miles away in Virginia.

Time was of the essence. Under the circumstances, therefore, moving the shaft by ship—which, at best, would take several weeks—was out of the question. The only answer? Hauling the component via air freight.

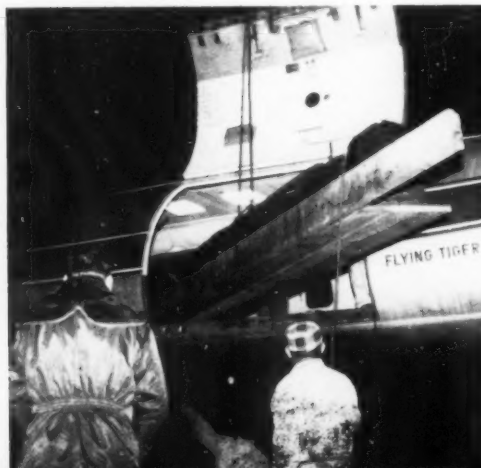
Called in, one of America's leading air cargo lines studied the situation and found that, despite the enormous size of the shaft, it could handle the shipment. It would be rough, to be

sure. But the shaft could be airlifted to Palermo aboard a roomy, power-packed Super-H-Constellation.

Arrangements were made immediately to transport the new shaft via motor carrier from Virginia to the airline's Newark Airport facility. The unit was loaded aboard a truck; secured; and sent on its way.

Meanwhile, at Newark Airport, the air carrier was busily planning a series of special wooden skids designed to protect the Super-H-Constellation chosen to carry the shaft, as well as the shaft itself. This was no mean task. With the shaft's specifications in hand, the airline's traffic manager consulted with engineers of the Lockheed Aircraft Company—manufacturer of the Super-H-Constellation—as to what constituted the proper skidding for the shaft. What he was after were skids which would distribute the weight of the shaft, so that the hauling aircraft would not be damaged.

(Continued on page 25)



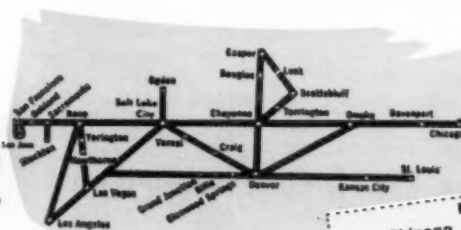
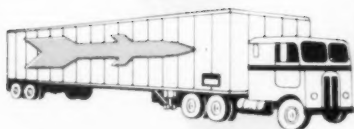
Top: the 34,000-pound shaft, one of the heaviest devices ever airlifted. Center: unloaded from a truck, the unit is hoisted, preparatory to being moved aboard its plane. Bottom left and bottom right: the loading assignment is a tricky one, but expert handlers succeed in getting the shaft in the cargo door. Next stop—Palermo, Sicily.

Stay Ahead—Always Ship...**RINGSBY ROCKET**



INSTANT VOICE COMMUNICATION

No decoding—no delay in sending vital routing orders, receiving up-to-the-minute shipment tracking information with Ringsby! A new, 2700-mile high-speed voice communications network now connects 14 major Ringsby terminals—'round the clock—between Chicago, St. Louis and the West Coast. Leased from Bell Telephone's Long Lines Department, this instant, heavy-traffic system is designed exclusively for Ringsby's modern, fast-moving operations. Ship RINGSBY ROCKET... the fastest, safest, most economical transportation for your freight is only a quick telephone call away!



RINGSBY

TRUCK LINES, INC.

GENERAL OFFICES DENVER, COLO.

LINE OF THE ROCKETS

CHECK NO. 14 ON HELP-O-GRAM CARD

August, 1959

MAJOR TERMINALS	
Chicago	LUDlow 5-7300
St. Louis	CENtral 1-3751
Kansas City	HUMboldt 3-9320
Cheyenne	2-9321
Casper	2-1535
Denver	AComa 2-5761
Grand Junction	CHerry 2-4100
Salt Lake City	HUNter 4-4481
Las Vegas	UDley 2-4730
Reno	FAirview 1-6927
Sacramento	FRontier 1-6973
San Francisco	EXbrook 2-1055
Oakland	OLympic 4-1274
Los Angeles	ANgeles 2-3192



Speed Queen packs its products in wirebound boxes providing them with maximum protection from damage.

Why Speed Queen . .



. . . packages for shipment — not for show

● Watch out! If your company is typical of a growing array of concerns around the nation, Sales and Advertising may be playing too prominent a role in the packaging used to ship your firm's goods. Result? Soaring damage, a hike in packing costs and a general decline in the efficiency of your entire shipping operation.

One company which is standing firm in the face of this dangerous trend is the Speed Queen Division of the McGraw-Edison Company. Reason: dynamic, outspoken R. M. Cornwall, who oversees all packing activities at the Ripon, Wisconsin, concern.

Mr. Cornwall flatly maintains that it's "first things first in packing for shipment." Advertising enthusiasts notwithstanding, in his estimation, packing for shipment is—and always will be—designed to protect goods against in transit hazards and to en-

sure easy and economical handling, shipping and warehousing.

While he agrees that *consumer packages* are often highly influential in stimulating "impulse buying" through their point-of-purchase sales message, advertising on the face of a *shipping container*—especially one used to ship the type of products Speed Queen produces—has only "insignificant value."

product protection down

Nevertheless, the Speed Queen executive emphasizes, advertising today is often responsible for the sacrificing of product protection and of handling, warehousing, shipping and receiving efficiency—so vital to industry during this period of rising distribution costs.

Taking a round-house swing at advertising-weakened containers, Mr. Cornwall says: "From the end of the

production line in the factory to delivery to the retail store—or even to the customer—merchandise such as home laundering equipment spends almost all of its time in the manufacturer's or distributor's warehouse, a truck, or the retailer's storage area. It is seldom seen in its shipping container in the retail store.

"Buying a major appliance or similar consumer items is a 'contemplated purchase' rather than an 'impulse purchase' which may be swayed by a fancy container or advertising on a package. The brand name, price, sales talk and, quite frequently, the installment purchase terms offered by the retailer are what close the sale of these items—certainly not the advertising on a shipping container.

"Thus, what important influence can such advertising have on the consumer?" concludes Mr. Cornwall. "It is much more important to him, as well as to the retailer, distributor

and manufacturer, that the merchandise he wants be delivered in A-1 condition, without hidden or other damage."

Speed Queen sees to it that its products arrive in good shape. How? Advertising notwithstanding, it packs its wringer type washers, stainless steel tub equipped gas and electric washers and stainless steel drum driers in open wirebound crates. This permits full inspection of the contents between the factory and the point of final delivery.

The outcome: easy handling, efficient warehousing, minimum transport rates and, above all, a shipping damage record which is the envy of industry.

wirebounds save Electronic Associates \$149,000 a year

Dependable wirebound crates, used for the shipment of fragile electronic computers, are saving Electronic Associates, Incorporated, up to \$149,000 a year in shipping costs.

According to officials of the Long Branch, New Jersey, firm, the crates being employed have "been engineered into the assembly of the company's electronic computers." They are light in weight, yet provide more than adequate protection against in transit damage.

Other benefits: a saving of up to \$50 on each air shipment Electronic Associates makes; a reduction in handling costs; a decline in retouch time; a drop in packaging expenses; and a sharp cut in packing time.

Air Shipment

(Continued from page 22)

zler to an "electronic brain" and came up with an answer. Wooden skids were built to the computer's specifications and, as it later turned out, performed magnificently on the long trip from Newark to Palermo.

Finally, everything was ready. Utilizing a crane, special rigging lines and a fork lift truck, the shaft was lifted gingerly, loaded aboard a waiting cargo plane and flown to its destination. In Sicily, using the same equipment, the massive shaft was offloaded, rushed to the stranded tanker and installed.

Solved: Universe Tankship's problem. Added: another outstanding achievement to air freight's steadily growing roster of successes in delivering anything to any place in the world speedily, smoothly and safely.

August, 1959



For faster, lower cost production and packaging...



MID-STATES STITCHING WIRE

gives you frictionless, uniformly smooth flow off the coil and through the stitching head to assure high-speed, uninterrupted operation. Available in 5, 10, 25 and 50 lb. coils. All standard gauges. Special gauges on request. Galvanized and copper-coated finishes.

MID-STATES Stitching and Tying Machines

A complete line of cost-savers to serve every packaging requirement. Write today for further details and prices.



MID-STATES STEEL & WIRE COMPANY
CRAWFORDSVILLE, INDIANA • JACKSONVILLE, FLORIDA

CHECK NO. 15 ON HELP-O-GRAM CARD

YOU COULD SHIP BY CAMEL



You could ship by Camel
... but thousands of
annual shipments have
proven that the safest,
surest and fastest way
to ship is not by camel
but by the **ENGINEERED** facilities and
fleet of **JOHNSON**
MOTOR LINES.



Johnson Motor Lines, Inc.
Atlantic States Motor Lines, Inc.



GENERAL OFFICES: CHARLOTTE, N. C.
CHECK NO. 16 ON HELP-O-GRAM CARD

D. R. Dominie's

LISTEN, MR. TRAFFIC MANAGER

If responses to newspaper advertisements are any indication, then the caliber of qualified traffic personnel has increased tenfold over the past five years.

We say this because five years ago we were in a position to advertise for traffic department personnel. The response to our ad was extremely gratifying insofar as the number of applicants were concerned. However, the caliber of the individuals applying showed that the traffic profession wasn't highly thought of by many of the concerns involved. At that time, of the more than 50 applications received, a good 25 or 50% of the individuals claimed the title "traffic manager". In our interviews with these so called "traffic managers" we found that all but one of them was nothing more than a glorified shipper with little or no actual traffic knowledge.

Most of these individuals supervised small units of people and actually did the shipping themselves. Their knowledge of routing was at a minimum and actual tariff interpretation was practically non-existent. Of the 25 who didn't claim that they were traffic managers, only one or two of them had had any formal training in transportation other than a few scattered night school courses.

Just recently we entered a very similar advertisement for traffic department personnel with entirely different results. Approximately the same number of applications were received this time as before, but the caliber of the individuals applying showed a marked tendency for upgrading of the profession.

There was still a smattering of applications received from "traffic managers" who were in the untrained and really unqualified class. However, there were other applications from personnel and traffic departments whose educational background well qualified them for leading positions in the traffic profession. Two of the candidates had obtained their masters degree with a major in education. Twelve other candidates had received a college degree and had taken courses after graduation in traffic management. Certainly this was a marked improvement over the previous set of applications and indicated to us an increase in interest by individuals as well as an interest on the part of

colleges in the profession.

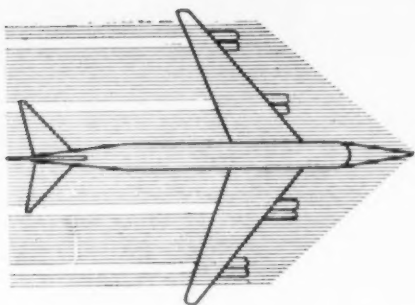
To make it even more gratifying, several of the candidates were registered to practice before the Interstate Commerce Commission and a large majority indicated that they were in the process of taking the examinations or had passed the examinations for the American Society of Traffic and Transportation.

A second feature which came out of the responses to the ads was a tool with which our personnel department could work in trying to determine who the candidates were with best qualifications for the position.

I am sure that most personnel departments are not fully conversant with the necessary requirements for good traffic department personnel. I am also sure that most personnel departments are usually taken in by the title traffic manager and consider any candidate who writes a reasonably legible resume of his duties as a prospective employee.

Three factors now are available for personnel departments to determine qualifications of a candidate. They are, first the fact that the individual has graduated from college preferably with a degree in traffic management. Secondly, the fact that an individual is a registered practitioner before the Interstate Commerce Commission. Thirdly, the taking of or the passing of, examinations for the American Society of Traffic and Transportation. This information we have passed on to our own personnel department and regardless of whether we are in the market for traffic employees or not we have alerted them that anyone who applies for a position in our concern and indicates any one of the three above mentioned factors on his application should be sent to us so that we may have the opportunity of screening him for possible future employment.

In summary, we would say that the two major influences on the upgrading of the traffic profession are first, colleges which offer good transportation courses and thus stimulate thinking along these lines and secondly, the American Society of Traffic and Transportation which, through its program of examinations gives us a clear indication of the interest, knowledge, and background of the individuals who we are interviewing.



AIR CARGO NEWS

Capable of airlifting more than 39 tons of freight at less than 4¢ per ton-mile, Lockheed's new Super Hercules is being described as "another major step forward in cargocraft design." Equipped with pylon tanks, Lockheed reports, the souped-up propjet can haul 16 tons of cargo non-stop over a distance of 5,500 statute miles—roughly the mileage from San Francisco to Tokyo.

Clear cargo space in the Super Hercules amounts to 7,026 feet. The plane is designed for straight-in, level-floor, truckbed-height loading.

Air Express International is making it easier for U. S. firms to skylift small parcels to and from Switzerland. The air freight forwarder is currently offering door-to-door rates from New York and Newark to all points in Switzerland on imports and exports with a maximum customs value of \$250.

Reports AEI: "This plan enables the importer or exporter to know at a glance the exact total cost of his shipment—exclusive, of course, of the duty involved."

Aaxico Airlines has suspended all scheduled air freight operations, pending a decision in the Domestic Air Mail Service Case, Docket #10067. According to the carrier, it will not resume all-cargo service "until at least 60 days" after the case has been heard . . . Newest member (#89) of the International Air Transport Association is Hawaiian Airlines Limited. HQ: Honolulu.

The arrival of the Jet Age has not only boosted Pan American World Airways' air speeds, but its cargo capacity as well. The carrier reports that its new Jet Clippers are currently carrying up to five tons of cargo, in addition to full passenger loads, across the Atlantic.

Company officials jubilantly point out that the combined cargo and passenger loads being transported by the clippers is exceeding all expectations. Average cargo payload per flight: 7,819 pounds.

Pan American World Airways jet service between New York and South America got underway last month on a weekly basis. Points of call: New York, Caracas, Asuncion and Buenos Aires. Flights depart from New York International Airport on Mondays; from Buenos Aires on Tuesdays . . . Alaska Airways is beefing up its cargo-passenger service with a new Fairchild F-27A turbo-prop. The plane—a combination aircraft—has seats which may be removed when additional cargo space is needed.

Geared to meet the challenge of the Jet Age, Delta Airlines' new Atlanta Airport air freight terminal is being hailed as one of the most outstanding facilities of its type ever built.

Raised at a cost of over \$100,000, the terminal incorporates a whole host of up-to-the-minute handling components, designed to speed up the tempo with which goods are shifted from ground-to-air and air-to-ground. Special features: truck level docks; a built-in conveyor to minimize the amount of handling required in loading and unloading trucks; ground level flooring on the rampside to expedite the loading and unloading of all-cargo aircraft; and special lighting for night operations.





Braniff Airways is now flying Lockheed Electras between San Antonio-Houston-Dallas and New York and Chicago . . . The Airborne Freight Corporation has opened a new office (its 379th) in Atlanta . . . In the midst of an enormous expansion program, Japan Air Lines is now offering twice-weekly, direct DC-7C service—via the Great Circle Route—between Seattle and Tokyo.

Yours for the asking is a new guide designed to expedite the routing of air freight shipments outbound from New York. The pamphlet is available from Mercury Air Freight, Incorporated, 461 Fourth Avenue, New York City . . . Continental Airlines is now offering Boeing 707 jet service between Los Angeles and Chicago.

For your address book: Japan Air Lines' new San Francisco office is located at 240 Stockton Street . . . Lufthansa German Airlines has opened five new offices. Locations: Buffalo, 420 Main Street; Kansas City, 1004 Baltimore Avenue; Milwaukee, 208 East Wisconsin Avenue; Minneapolis, 706 Second Avenue; St. Louis, 721 Olive Street.

Shipping Management-National Hi-Way Shipper has learned that the Bell Helicopter Corporation is currently working on a new and revolutionary aircraft, which may shortly exert an enormous impact on air cargo.

Designated the "Convertiplane," the device can hover like a helicopter or fly as fast and as far as a prop-driven plane. It has propellers which may be utilized vertically, horizontally, or in a variety of positions in between. When tight take-offs are required, the props may be aimed straight up. During high-speed, long distance flights, on the other hand, the props are tilted forward.

Reports Bell Helicopter project flight test engineer Claude E. Leibensberger: "Tests have shown that, when the plane is used as a straight aircraft, it can take off within a 500 to 600 foot area with a 150% increase in cargo over the helicopter version. The additional power built in for helicopter use can push the plane up in a shorter time than a conventional aircraft could rise.

"Expected helicopter cargo versions," says Mr. Leibensberger, "will carry two to three tons. Short take-off and landing versions will be able to handle four to six tons."

Alitalia has inaugurated three-times-a-week, nonstop service between New York and London. New York departures, Sunday, Wednesday, Friday; London departures, Monday, Wednesday, Friday . . . Sabena Belgian World Airlines is now flying 48 cargo-passenger flights per week between New York and Brussels . . . Iberia Air Lines has extended its Madrid-Havana flights to take in Mexico City . . . Trans World Airlines has applied for CAB permission to add Hong Kong and Berlin to its international sky routes. It has also asked for a one-year suspension of its service to Manila.

Air Express International and Mercury Air Freight have teamed up to provide Greater New York area with faster, more effective pickup service. Eight new drop spots for international sky shipments have been established at strategic points all over Manhattan. Locations: 24 West 46th Street; 1441 Broadway; 369 West 35th Street; 10 West 23rd Street; 415 Park Avenue; 128 East 44th Street; 2 Park Avenue; and 15 Park Row.

AEI points out that the creation of the new drop spots will "shorten the distance between the facilities of thousands of metropolitan area exporters and the place of pickup for Mercury's airport-bound trucks.

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...stick quick
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Sterling Supreme Gummed Tapes are made with exceptional strength for instant, permanent bond. Plus built-in flexibility that gets more boxes sealed faster; keeps costs down. Need special-purpose tape? Depend on our complete line: plain or printed, in a wealth of colors, weights, lengths and widths to fill the bill. Talk to your local paper merchant about the complete line, including Trojan Imperial Gummed Tapes.

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August, 1959



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ASPHALT-paved
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CHECK NO. 19 ON HELP-O-GRAM CARD

MOTOR CARRIER DICTA

By David Axelrod

control before I.C.C. OK

The Commission, in a recent case, reaffirmed its position that law violations are not necessarily a bar to approval of an application if the public interest will best be served by approval of the transaction presented. After stating the foregoing view, the Commission went on to deny a purchase and merger application in which there had been unlawful control prior to I. C. C. approval, on other grounds.

refusal to interchange

In two important cases, the Commission recently held that when connecting carriers boycott an originating carrier and refuse to handle shipments tendered for interlining, the Commission may grant the originating carrier additional authority to conduct the through service.

Though the Commission lacks jurisdiction to consider the legality or propriety of hot cargo agreements it is still vitally concerned with the acts of common carriers in relation to their obligations to the public. Since the duty to serve the public is almost absolute and because a secondary boycott which obstructs the interlining of shipments deprives the public of an existing service, it follows that the existence of such a boycott may constitute a public need for a proposed transportation service.

operating authorities

The Commission has held that authority to transport heavy machinery does not include the right to haul the following iron and steel articles: angles, bars, bases, beams, bridge-steel, channels, forms (structural), joists, piling, pipe (cast iron, plate or sheet), pipe fittings, plates (structural), rivets, rods, sheets, slabs, wire rope, mine bolts and accessories for beams and joists that authority to haul farm machinery and parts thereof does not include the right to transport binder and baler twine.

Shipping Management — National Hi-Way Shipper



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The secret of Flash-Tite's unmistakable class? Its "balanced" formula which makes taping easier, faster, more effective. Flash-Tite, for instance, gives quicker grab, yet remains sticky longer. It eliminates tail end curl problems. It molds easily around the corners of your problem cartons.

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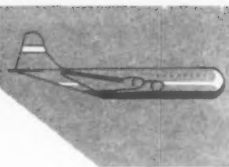
DISTRIBUTOR SALES DIVISION

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In Canada address product inquiries to Crown Zellerbach Canada Limited, Vancouver, B. C.



HELPS for better shipping



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PACKAGE EXPRESS SERVICE to many areas not reached by other public transportation. Seven-day-a-week, 24-hour-a-day service, nationwide. FREE details if you check 3.

FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility. Check 4.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 5.

MONEY-MAKING BACKBONES of leading carriers' fleets are the trucks made by this company. FREE info, check 6.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy service and safe delivery. Check 7.

FROM THE SEA TO THE SEAWAY, this motor carrier will haul your goods all the way. Details? Check 8.

ELIMINATE TRACING PROBLEMS with this carrier. Scheduled on line and off line. Check 9.

DEPENDABLE, FAST motor freight service is yours with this carrier. Check 10 for details.

SHIPPING PROBLEMS vanish when this experienced carrier handles your freight. Check 11 for info.

SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. Check 12.

A PROTECTION, not just a wrapping. This asphalt coated and rein-

forced paper comes in extra-wide widths. Check 13.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 14 for details.

HIGH SPEED, uninterrupted stitching with this brand of stitching wire. Smooth, frictionless flow. Comes in 5, 10, 25 and 50 pound coils. Check 15.

SERVING THE EASTERN SEABOARD. Reliable, speedy, safe motor freight service. Check 16.

PLAIN AND PRINTED TAPES in numerous widths, weights, lengths for every need. Check 17.

ASPHALT ROADS mean economy-plus. Why? Check 18 and see.

"ON THE GO FOR MID-AMERICA" is this trucker's promise. Check 19.

TAPING PRODUCTION UP, taping costs down with this new gummed tape. With special new-formula glue, you get greater pliability, greater wet-ability. Check 20.

SAFER, FASTER SHIPPING when you make stencils with this company's machine. FREE pamphlet is yours for checking 21.

MOTOR FREIGHT service at its very best. That's the promise of this over-the-highway carrier. For more information, check 22.

EIGHT TERMINALS, 250 tractors, 250 semi-trailers—all geared to provide top-notch motor freight hauling. Check 23.

HELP-O-GRAM

August 1, 1959

For more information on any advertisement or keyed editorial item, fill out the card below, check the appropriate key numbers, detach, and mail to: **HELP-O-GRAM** Department, Shipping Management-National Hi-Way Shipper, 425 Fourth Avenue, N.Y. 16, New York.

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☐ 4 ☐ 14 ☐ 24 ☐ 34 ☐ 44 ☐ 54 ☐ 64
☐ 5 ☐ 15 ☐ 25 ☐ 35 ☐ 45 ☐ 55 ☐ 65
☐ 6 ☐ 16 ☐ 26 ☐ 36 ☐ 46 ☐ 56 ☐ 66
☐ 7 ☐ 17 ☐ 27 ☐ 37 ☐ 47 ☐ 57 ☐ 67
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TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 28.

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MIDWEST TO KNOXVILLE. Eastern Tennessee, Virginia and the Carolinas. Second morning delivery. Direct, through service. Check 30.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full co-operation. Check 31 for details.

MOTOR FREIGHT problems vanish when you turn your shipment over to this carrier. Interested? Check 32.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Check 33.

AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking. Check 34.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 35.

SPEED SHIPPING ROOM PROCEDURES with these handy label gluers. Check 36.

NEW ARROWFLYTE SCHEDULE. Have your LTL shipments speed-treated. Check 37 for more info.

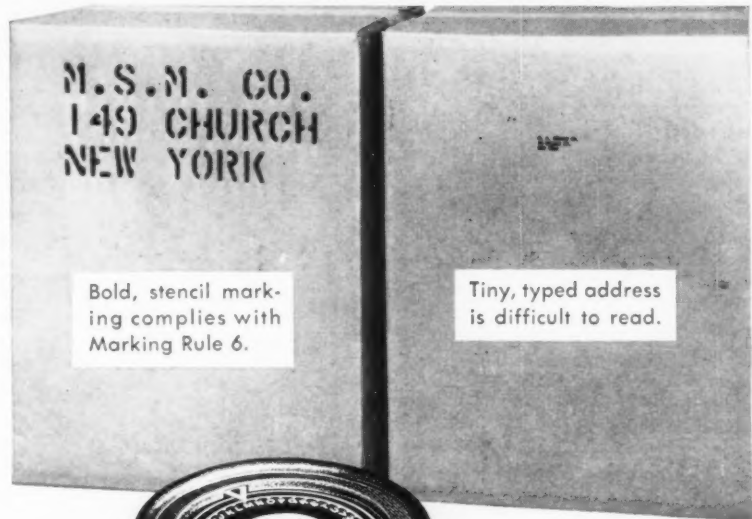
FOR THE BEST in speedy, sure motor freight service, you can't beat this carrier. More data? Check 38.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 39.

MERGER MEANS MORE. This truck line now offers you direct through service in West, Midwest. Check 40.

WRITES on all materials. Efficient, economical. Check 41.

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FOUR SIZES:
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"FREIGHT MUST BE STENCILED or otherwise durably and plainly marked" reads Rule 6, Marking Freight.

Do your shipments pass this test?

PLAINLY MARKED—can you read the address at 10 feet?

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Careless marking costs shippers millions of dollars yearly, say railroads and truck lines. Proper marking would save this.

Try the Marsh Stencil Method on your shipments one week free. **Write for sample stencil of your name and 24-page booklet on proper marking.**

MARSH

MARSH STENCIL MACHINE CO.
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Pin to letterhead and mail for free booklet and sample stencil of your name.

NAME

TITLE

CHECK NO. 21 ON HELP-O-GRAM CARD

● Icy blasts and sub-zero temperatures need never again snarl your wintertime shipping and receiving operations. *If you act now*, this winter a new and unique radiant heating system can make your truck dock, warehousing and handling personnel more comfortable, more contented and far more efficient in cold weather than they've ever been before.

- The Grocers Supply Company of Houston used to be plagued by cold weather loading and unloading slowdowns. Not anymore, though. The firm has installed a network of high-powered parabolic radiant infra-red heating units over its loading dock. Result: employees, warmed by the equipment, can work at top-efficiency and in perfect comfort on even the most frigid days of the year.

- A battery of 35 radiant heating devices, installed over the loading dock of the U. S. Post Office in Baltimore, is expediting the wintertime processing of inbound and outbound mail. The Post Office reports that the units have not only speeded up the handling of mail sacks, but have helped to reduce cold-weather damage due to frozen fingers—significantly.

- Repairing and maintaining its vehicles in a cold, drafty garage is no longer a problem at the Barnes Trucking Company of Holland, Michigan. Radiant heating, installed at strategic points throughout the carrier's facility, now permits mechanics to go about their assignments with a new ease and efficiency. Other major carriers utilizing radiant heating: The Ryder System and the Warren Transportation Company of Waterloo, Iowa.

Typical of what radiant infra-red heat can do in the warehouse, on the truck dock, in a garage and in other cold-affected areas is what it has achieved at the Terminal Transport Company's repair and maintenance facility in Indianapolis.

A corrugated steel building, with a quonset type roof and a concrete



Beat winter slowdowns with **radiant heating**

floor, Terminal's garage formerly was a rugged place to work in during the winter. Cold seeped into the structure through hundreds of cracks and crevices and through the building's six overhead truck doors.

Thanks to a new radiant infra-red heating system, however, Terminal's cold weather woes are a thing of the past. On even the most frigid days—and it can really get cold in Indianapolis—the equipment easily maintains a 70 degree temperature throughout the garage, warmth enough to keep maintenance operations at the Terminal center humming along at a brisk pace.

Briefly, Terminal's heating arrangement—regarded as one of the finest in the nation—utilizes a series of propane-fired heat generators. These are suspended 15 feet above the floor from the garage's roof beams. In all, there are nine generators distributing

heat over the facility's 3,648 square foot floor area.

According to Terminal officials, the firm's direct heating system is proving itself far more economical and efficient to operate than warm air or wet systems designed to do the same job. They report that there is no loss between the heat source and the space to be warmed, as there reportedly is with forced air, water or steam installations.

No fans or other circulating equipment are needed to distribute heat. Most of the warmth is transferred by direct radiation. Result? Since no forced air is used to distribute heat, walls are never overheated—as they supposedly are in warm air systems—and there is no costly heat flow from inside to outside the heated area.

In dollars and cents, this all adds up to a substantial saving in heating costs. Terminal's radiant infra-red

Now **DETROIT** and **MILWAUKEE**

SHIP

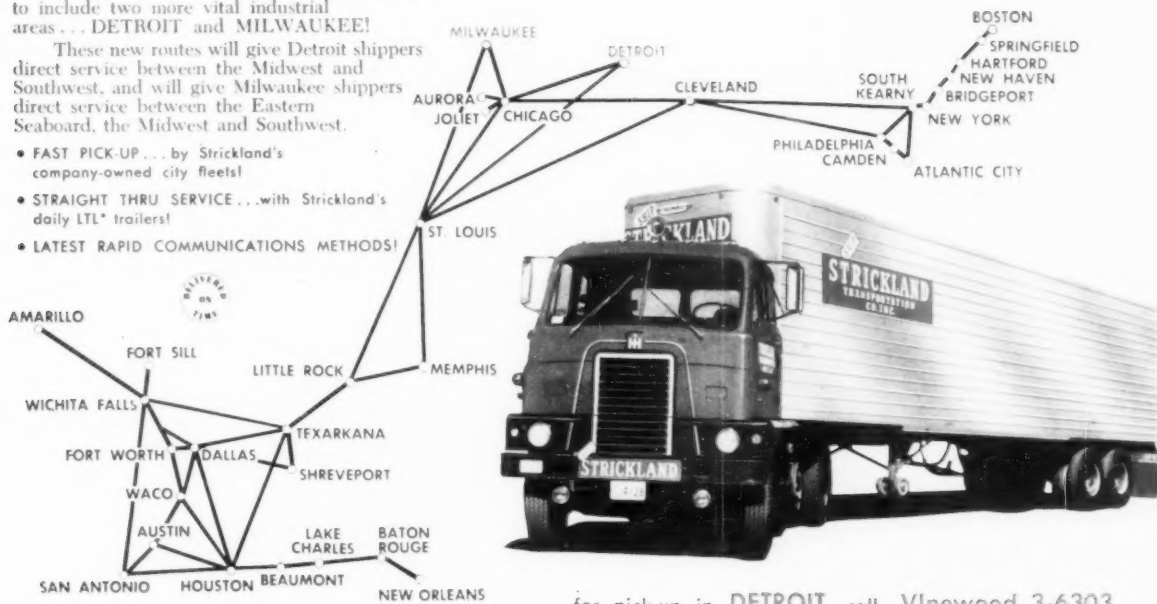
STRICKLAND

For Fast - Dependable Service

We'll go to *any lengths* to please you!
For example, we are now extending our service to include two more vital industrial areas... **DETROIT** and **MILWAUKEE**!

These new routes will give Detroit shippers direct service between the Midwest and Southwest, and will give Milwaukee shippers direct service between the Eastern Seaboard, the Midwest and Southwest.

- FAST PICK-UP... by Strickland's company-owned city fleets!
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for pick-up in **DETROIT** call Vineyard 3-6303
in **MILWAUKEE** call Evergreen 3-0290

for pick-up in **RACINE** and **KENOSHA** call Enterprise 4350

SHIP

STRICKLAND

General Offices
Dallas, Texas

CHECK NO. 22 ON HELP-O-GRAM CARD

August, 1959

heating fuel expenditures last winter, for example, amounted to \$1,253.28 for 5585 degree days. (Cost of propane fuel: 14 cents a gallon.) This averages out to an outlay of about 20.7 cents per degree day to heat a 3,648 square foot area.

Because of the lower fuel requirements of the carrier's infra-red heaters, fuel costs in Terminal's garage last winter were about \$1,000 less than they would have been had the company installed a warm air system. This saving, the firm reports, will more than repay the total cost of in-

stalling the new system after just three years of operation.

Basically, just what is radiant infra-red heat? How does it work? Is it safe to use? Does it require the drastic modification of a structure in which it is to be installed?

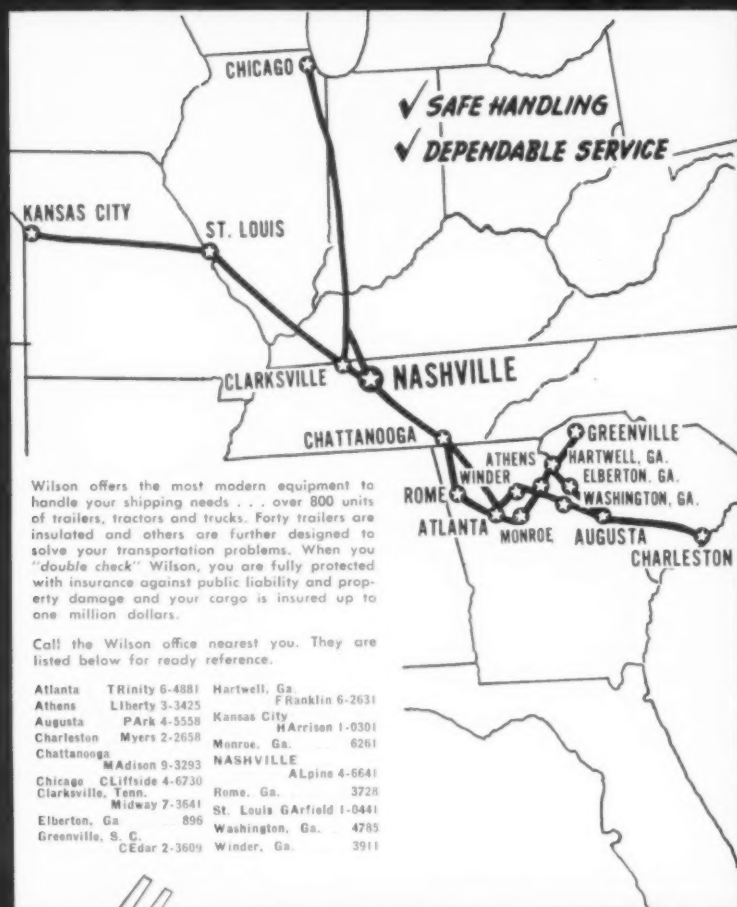
The infra-red heating system being employed by Terminal and a growing number of firms around the country is said to be the most efficient, economical dock-warehouse-garage heating installation of its type available today. It permits safe combustion in the area where heat is needed.

And it creates a combustion temperature which efficiently converts gas fuel into usable radiant energy.

The Terminal-type system has generators which consume fuel at a rate of about 12,000 BTUH per rayhead. This produces a radiating surface of 1,600 degrees Fahrenheit. Each of the nine heaters installed in Terminal's garage has three powerful ray-heads.

More than half of the energy created by the propane-fired generators is converted into infra-red rays of varying lengths, readily absorbed by concrete and other building materials. The rest of the heat produced is distributed throughout the area being warmed by the natural movement of air and gases.

As a double check...ship **WILSON**



General Office: 176 LAFAYETTE ST., NASHVILLE, TENN.

WILSON TRUCK COMPANY, INC.

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infra-red units safe

Tested and approved by the A.G.A., the radiant infra-red heat installation may be used in complete safety in non-hazardous and semi-hazardous locations. Where the dock, warehouse or garage to be warmed is well ventilated, no direct ventilation of the propane-fired heaters is necessary. The carbon monoxide content reportedly is far less than the percentage permissible in gas ranges used in the home, while the products of combustion—carbon dioxide and water vapor—rapidly diffuse through the air, carrying additional heat and improving humidity throughout the area being warmed.

In Terminal's garage, the seepage of air through cracks and crevices in the building is enough to ensure a comfortable atmosphere. Truck exhaust gases and other fumes are ducted outside the building.

Generators in the Terminal facility are so placed that they compensate for the flow of frigid air and heat transfer through the building shell. Air is heated either by the diffusion of combination gases or by contact with surfaces warmed by infra-red rays from the generators.

Six of these generators are strategically placed around the perimeter of the area being warmed to compensate for heat loss and to warm cold air as it seeps into the building. The other three heaters are installed at the center of the garage. Their job? To compensate for heat loss through the roof.

The problem of icy blasts from outside, caused by the frequent opening of doors, has also been overcome at Terminal. In spite of the fact that open doors allow cold air to enter the working area, the radiant heat that has penetrated the floor and other surfaces serves to keep person-



You can't afford to use adhesive stamps in the shipping department today—

Back in the days when you could hire a shipping clerk for a song, time didn't mean much—or cost much!

Today stamping parcels by hand is a high cost operation. Stamp sheets must be separated, sorted in trays or drawers. Stamps must be selected for the amount of postage needed; then moistened and stuck. And stamps, with their sticky backs, must be handled delicately at all times.

Now that you can have a postage meter, you can't afford to use adhesive stamps. With a meter, you print any stamp you need — by merely dialing the amount, pressing a lever. The stamp comes out on special tape, delivered wet or dry.

You save as much as 50% in mailing time, stamp more parcels in less time, make earlier deliveries to the postoffice, cut overtime, even in peak seasons.

Meter stamped parcels require less processing in the postoffice, can often make earlier mail trains and planes. And the meter stamp shows the date of shipment.

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Modern metered parcel mailing saves time, money and postage.

meter, protected from loss, damage, misuse. And automatically accounted for.

Your postage inventory can be smaller, because all the postage in the meter is useable. The postoffice sets it for as much postage as you want to buy. And the same meter can stamp and seal outgoing letters.

A meter adds to the manpower and efficiency of your department. Call the nearest Pitney-Bowes office for a demonstration, in your own department. Or send the coupon for free illustrated booklet — "Some Eye-Opening Facts about Parcel Post."

FREE. Handy desk or wall chart of new postal rates, with parcel post map and zone finder.



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Name

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CHECK NO. 24 ON HELP-O-GRAM CARD

August, 1959

nel completely comfortable. What's more, as soon as the temperature begins to drop sharply in the garage and falls below the thermostat setting, the radiant heating system's generators will ignite automatically—garage employees benefitting directly from their rays.

How about maintenance? According to Terminal, despite the complexity of its heating system, maintenance is a snap. As a matter of fact, just about all that is required is an occasional cleaning of the components comprising the installation.

Gas is supplied to all generators by a single line from the propane supply tank. The generators are regulated by thermostats, which control a solenoid valve at each unit. This valve opens the gas line whenever the temperature falls below a predetermined limit.

Ignition of generators is accomplished by a pilot light. The pilot light also heats a thermocouple, which generates a current permitting the supply valve to open.

As a safety measure, should the pilot fail, the supply valve will re-

main closed until the pilot is reignited.

Extensively tested and already being used on a widening scale, radiant heating's potential as a vital winter-time shipping aid is enormous. Safe, efficient and economical, it may well be the answer to one of distribution's most stubborn problems—that of maintaining normal shipping, receiving and warehousing schedules in buildings especially vulnerable to cold weather and uncomfortable drafts.

IBM

(Continued from page 9)

6. To promote and maintain good carrier relations.

7. To promote and maintain good interdepartmental, public, community and trade relations.

8. To develop and maintain qualified traffic personnel.

9. To develop a broad concept of the needs of the business machine industry and the part transportation plays in it.

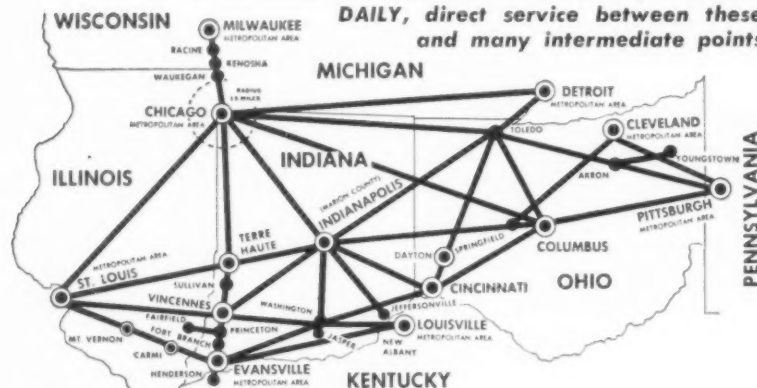
In order to achieve these aims, IBM maintains a taut, super-efficient traffic organization. Kingpin of that organization: Mr. Maney.

Briefly, as listed in the *Transportation*

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tation and Distribution Manual, the Manager of Traffic Coordination has 22 major responsibilities. These encompass:

1. Coordinating plant and divisional traffic activities.
2. Instituting standardized programs for traffic methods, forms, etc.
3. Maintaining statistical records.
4. Overseeing cost controls.
5. Directing research.
6. Overseeing educational activities.
7. Deciding on promotions.
8. Disseminating transport data.
9. Coordinating packaging and distribution.
10. Approving all applications for rate and classification changes.
11. Representing IBM before carrier and regulating agencies.
12. Promoting the development of efficient transport methods and practices.
13. Establishing and promoting a profitable relationship between IBM and its carriers.
14. Fostering the development of good traffic personnel.
15. Assisting in the establishment of transport facilities at new manufacturing locations.
16. Investigating and instigating new and advanced methods of transportation and distribution.
17. Approving additions and changes in the Branch Office Manual-Transportation Section.
18. Maintaining the *Transportation and Distribution Manual*.
19. Approving TM appointments.
20. Coordinating IBM's warehousing activities.
21. Coordinating and controlling the use of all transportation vehicles.
22. Reporting to corporate management on the status of IBM transportation and distribution.

The concluding portion of this analysis of IBM's Transportation and Distribution Manual and its impact on traffic management at the company will appear in the September issue of Shipping Management-National Hi-Way Shipper. Among the topics to be covered will be the role of IBM's division and plant TMs as defined by the manual; the rules set down for company-carrier dealings; and other areas blanketed by the IBM traffic guide.

The place: Los Angeles. The time: mid-October. The occasion: the ATA's annual meeting. Plan now to attend. It'll be a session you won't want to miss.

August, 1959

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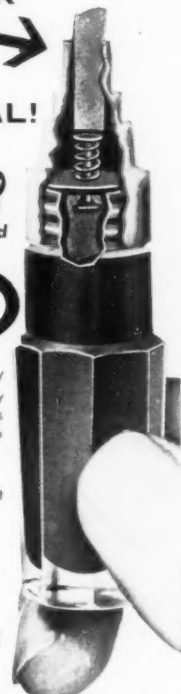
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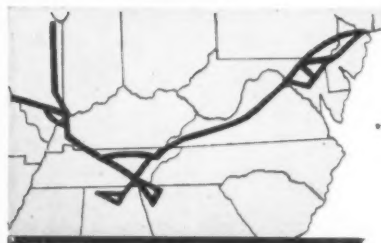
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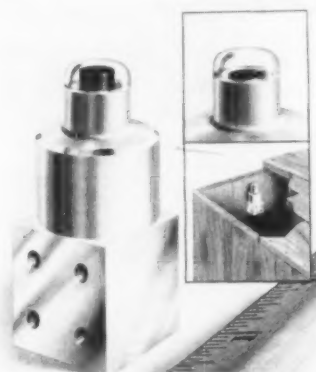
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40



impact recorder

Created to keep an eagle eye on in transit damage stemming from careless handling—especially in the shipment of delicate electronic parts and precision instruments—a new impact recorder has been unveiled by Inertia Switch, Incorporated.



Dubbed the V-Dot Indicator, the device measures and records jolts and jurs exceeding a predetermined permissible level. It has complete spherical sensitivity and is available in units measuring impacts ranging from 5Gs to 75Gs.

According to the manufacturer, the indicator may be reset to meet any shipping situation; is virtually tamper-proof and has a life span of close to 5 years. (check 95 on Help-O-Gram card)

reinforced tape

Recently developed by Permactel is a new, printable reinforced tape, which permits the user to print his message on the adhesive side—thus protecting it from in transit scuffing.

Designated 165 Strap-It-Type Band Tape, the packaging material is made of Mylar, with nylon strand reinforcement. It is said to feature an exceptional resistance to water and moisture, high impact strength and a high degree of transparency.

(check 96 on Help-O-Gram card)

fire extinguisher

Problem: fire. The Ansul Chemical Company's answer: a new, multi-purpose fire extinguisher, featuring a unique, space-saving spherical shape and one hand operation.

Named the Monitor, the dry chemical extinguisher tips the scales at 2½ pounds; has a hanging device which also serves as a lock designed to prevent accidental discharge; and is endowed with a high center of gravity, which expedites one-hand operation and ensures accurate control of the extinguisher's flame-killing stream.

(check 97 on Help-O-Gram card)

drop-testing device

A new, fully automatic, heavy-duty drop-tester has been announced by the Gaynes Engineering Company. Model number: 500-DT. Specifications: a package weight capacity of 500 pounds; a maximum drop height (with a 48" container) of five feet; and a minimum drop height of 18". Weighing in at 3000 pounds, the mechanism has a hoist capacity of 1000 pounds.

(check 98 on Help-O-Gram card)

gummed label moistener

Designed to speed up shipping and mailing operations, a machine capable of moistening gummed labels up to 5¼" has just been introduced by the Glue-Fast Equipment Company.

Sturdily constructed in black enameled casting, the Model S Gummed Label Moistener features such outstanding innovations as wick roller action, which applies just the right amount of water to the label without removing any glue from the label. A large capacity reservoir permits large-scale mailing operations without filling delays.



The device also features an adjustable chromium guide, designed to take any thickness of paper. Resting on rubber tabs, the Model S does not mar desks or table tops.

(check 99 on Help-O-Gram card)



Pint Size

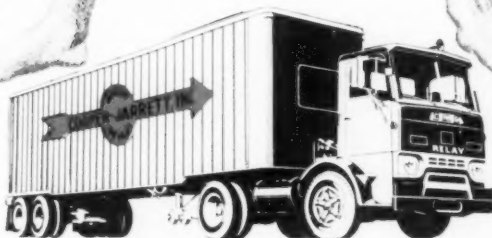
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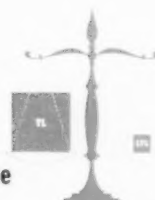


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Traffic News

(Continued from page 19)

W. J. Vukin, assistant general traffic manager, Fruehauf Trailer Company, has been admitted to practice before the



W. J. Vukin

Interstate Commerce Commission . . . The Gateway Transportation Company has promoted J. P. McGowan to the post of Assistant Eastern Division Sales Manager and J. D. Murphy to the position of Cleveland sales manager . . . New Chicago terminal manager at Clipper Transport—a Consolidated Freightways subsidiary—is D. F. Bergsvik.

W. E. Kraemer has been named a first vice president and deputy to the president at the Scandinavian Airlines System . . . New general manager at the Stone Container Corporation's Chicago corrugated container plant: R. M. Briggs . . . J. A. Wainer has been upped to the post of district manager of Mack Truck's Philadelphia branch.

E. Ungern has been named assistant production manager at the Cel-Fibe Division of the Personal Products Corporation . . . J. J. Low has been appointed assistant sales manager by Der-



J. J. Low

by Sealers, Incorporated . . . U. E. McFarland has been named general traffic counsel by the Owens-Illinois Glass Company . . . Upped to the post of southern regional sales manager at Braniff Airways: J. Roy Brown . . . E. H. Gaemmer, Seatrain's VP-Sales, has been appointed chairman of the Water Services Committee of the Commerce and Industry Association of New York's Domestic Carrier Committee . . . Esso Standard Oil has merged its inland waterways and marine divisions.

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Shipping Management — National Hi-Way Shipper

HOW IMPROVED HANDLING SMOOTHS SHIPPING AT ALABAMA COCA COLA

● At the Alabama Coca Cola Bottling Company of Anniston, revamped handling procedures have cut loading and unloading costs, sent overall shipping efficiency skyrocketing, and reduced wasted storage space.

Operating two bottling lines, capable of turning out about 700 cases of bottled soft drink per hour, Alabama Coca Cola used to utilize platform skids and electric jacks to store, handle, and move its production from point-to-point. Transport trucks and route vehicles were loaded and unloaded manually—a slow and laborious process causing frequent tie-ups on the loading dock and throwing the firm's distribution operation out of kilter. And finally, because full and empty cases could not be stacked efficiently under the Anniston facility's former setup, warehouse space was never used to the fullest extent possible, adding substantially to the concern's expenses.

An improved handling program, relying extensively on a trio of power-packed lift trucks, however, has completely broken the plant's handling bottle-necks. Each lift truck is assigned to a specific phase of the company's operation.


The first hauls filled bottles from the bottling line to the warehouse area. Stacking its loads two high, the lift truck then picks up empties, transports them to the bottle washer, and, completing its circuit, returns to the bottling line for a new load of filled bottles.

Loading and unloading jumbo-sized transport trucks is the assignment of the second handling component. Its job is a formidable one. The company uses two of these trucks, each hauling 840 cases of beverage to branch warehouses and making between two and four round trips per day. Yet so efficiently does this lone lift truck fulfill its function that congestion on the loading dock—once commonplace at the Anniston facility—has been virtually eliminated, and transport trucks are moving out at a faster tempo than ever before.

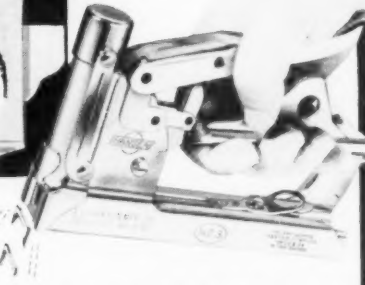
The third lift truck, meanwhile, is employed in the loading and unloading of the southern plant's 21 route vehicles. These deck-type units may now be loaded at night in just under seven man-hours. Time required under the plant's discarded system: 63 man-hours.

As a result of its new handling program, Alabama Coca Cola Bottling's operation is clicking along at a new high. Production on the bottling line is smoother because beverage ingredients and empty bottles are on hand whenever they are needed. Utilization of storage space, moreover, has soared, because of the improved stacking techniques evolved by the company. And with route vehicle loading time slashed drastically, route men may now make more deliveries during the day, thanks to the fact that they are able to spend less time on the loading dock and more time on their beverage routes.

August, 1959



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